

FIG. 1

Back-End / Infrastructure

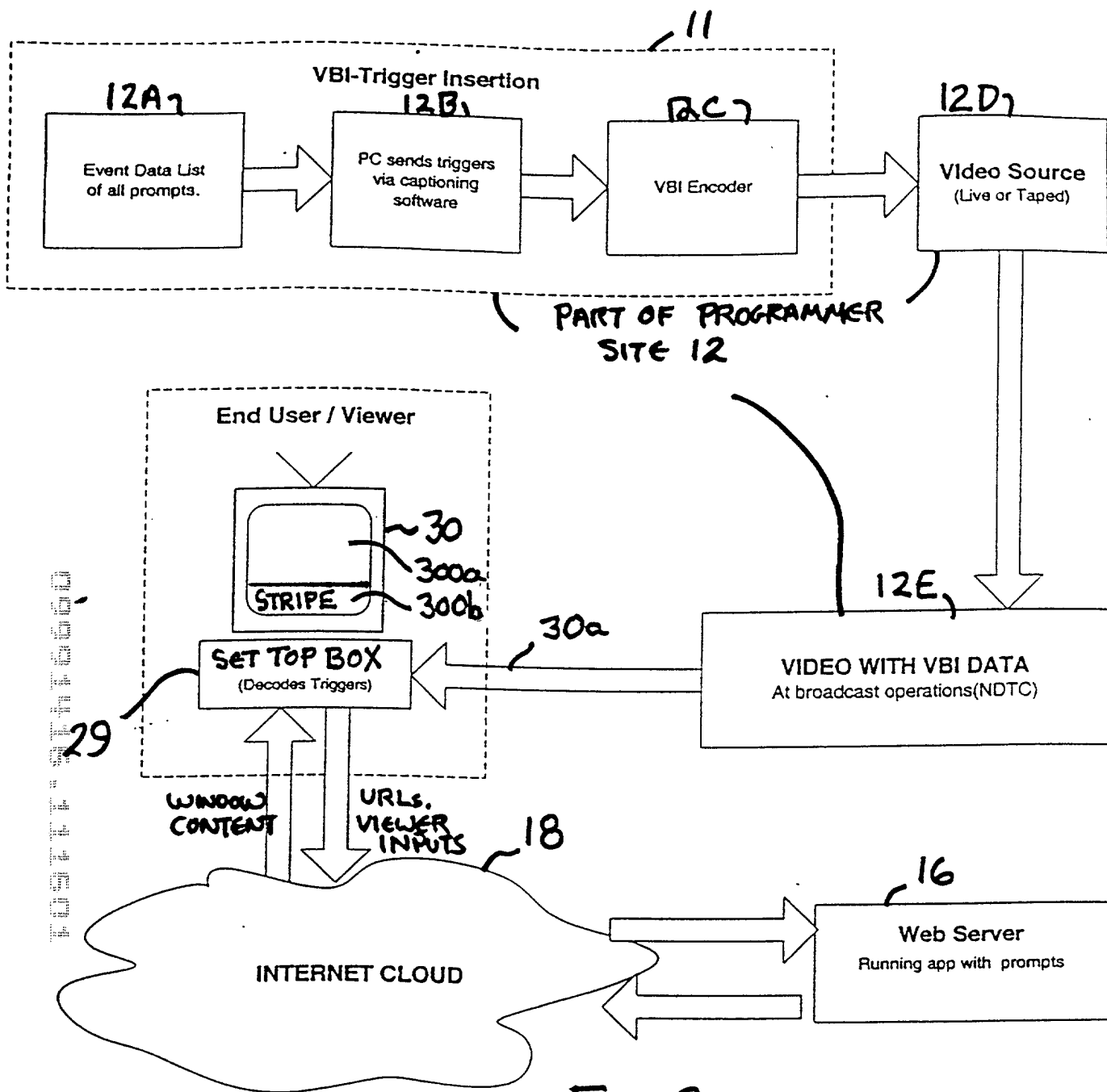


FIG. 2

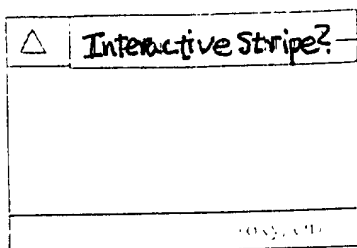


FIG. 3A

VBI Trigger (http:) User clicks on prompt to enter a session.

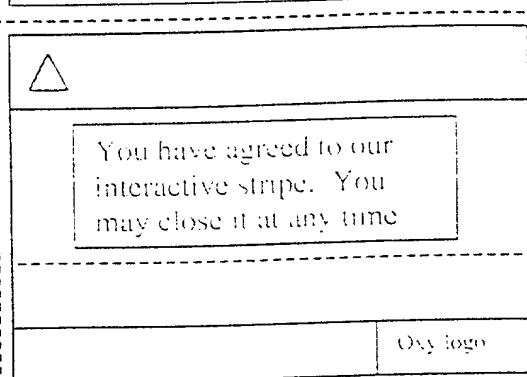


FIG. 3B

**WITHIN USER SESSION:**

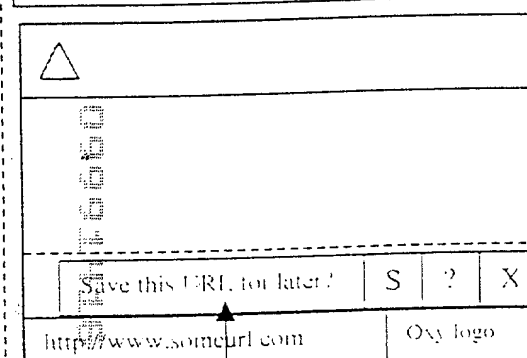


FIG. 3C

**HTML**  
Introduction to iStripe  
and Showmarking.

**HTML/JavaScript**  
User clicks on prompt to save info. Selections are passed to  
cgi below. Prompts are triggered with VBI (javascript:)

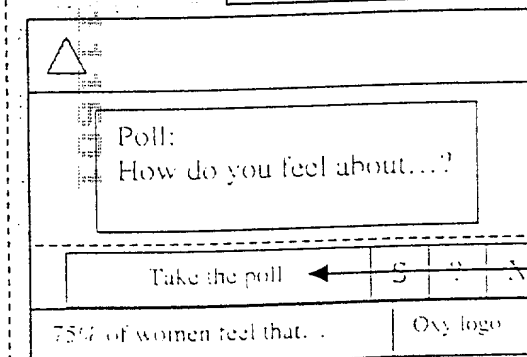


FIG. 3D

**HTML/CGI**  
(user triggers with  
click on prompt or  
nav buttons below)

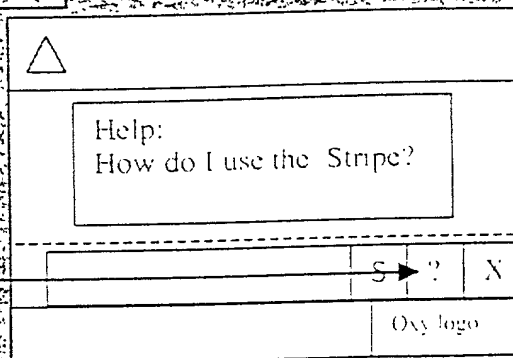


FIG. 3E

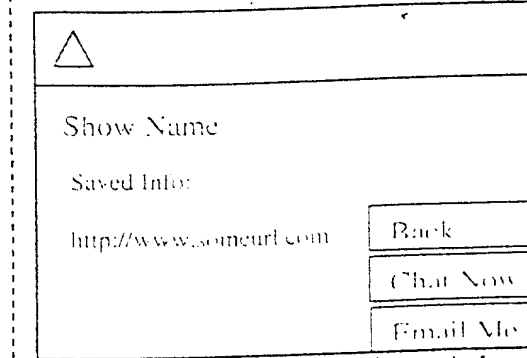


FIG. 3F

**CGI-GENERATED**

FIG. 3

LOOP1

DISPLAYED TO VIEWER	VBI TRIGGERS	Timecode Segment 1 on tape	Time up on screen (may change)
Activate the stripe	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:00:35:00	
17% have a working dad and an at home mom	Save web sites about employment statistics? (VBI: prompt_me(1))	00:01:25:30	10
Activate the stripe	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:01:35:00	
Census.gov has the latest stats	Do you want to know more about women and work? (VBI: prompt_me(2))	00:02:11:00	10
Activate the stripe	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:02:35:00	
In another survey at catalyst women.org	Vote in the SheCommerce Poll? (VBI: prompt_me(3))	00:03:25:15	10
Activate the stripe	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:03:35:00	
Activate the stripe	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:04:35:00	
Idealist.org to browse non-profit jobs	Save web sites about job searches? (VBI: prompt_me(4))	00:05:07:20	10
	Email your showmarks (VBI: end_session())	00:05:20:00	12

FIG. 4 EVENT DATA LIST 12A

TIMELINE OF VBI TRIGGERS